

COMMISSION MEETING MINUTES
August 26, 2014

The Board of Davis County Commissioners met in room 303 of the Davis County Administration Building, 61 South Main Street, Farmington, Utah on August 26, 2014 at 10:00 am. Members present were: Commissioner Louenda H. Downs - Chair, Commissioner P. Bret Millburn, Commissioner John Petroff, Jr., Clerk/Auditor Chief Deputy Audit/Finance Curtis Koch, Davis County Civil Attorney Michael Kendall, and Deputy Clerk/Auditor Janet Hanson.

Kent Sulser, Davis County Community & Economic Development Director, led the Pledge of Allegiance. All in attendance were invited to stand and join in.

Commissioner Downs announced the Commissioners will hold a special meeting on September 2, 2014, at 6:30 pm., in coordination with the West Point City Council meeting located at 3200 West 300 North in West Point. The commissioners will be available for the purpose of receiving information from citizens and providing a question and answer forum for discussion of Davis County matters.

Kent Sulser, Davis County Community & Economic Development Director, explained it has been a long process of redirecting Davis County tourism from a destination marketing organization in to a more specific regional marketing organization, taking Davis County in a new direction. He was pleased to introduce a new quarterback for Davis County Tourism Coordination, Randy Cook. A quarterback with proven expertise to help move the ball down the field. He is excited to gain significant yardage in our tourism efforts in Davis County. Randy will immediately huddle up and meet with all of our stakeholders in the unifying of a new tourism regional marketing winning team.

Randy Cook indicated he has lived in Davis County most of his life and raised his family here. He started a business here. He has volunteered offering community service in the County. He appreciates the quality of life Davis County offers and the business climate that exists here, especially the fun activities and shopping experiences he receives here in the County. He reiterated that Davis County is not a destination location. However, it has many assets that when leveraged properly, will energize local residents and compel regional audiences to visit the County and spend their money and their time here. He looks forward to working with the hospitality businesses and governing sectors of the County to strengthen and unify Davis County's tourism industry and help grow tax revenues. He has begun meeting with hotels, restaurant owners and amusement parks here in the County. He has found, without exception, among each of them an eagerness and strong desire to work together in a collaborative effort to support the new marketing initiatives for tourism and events here in the County. The main focus is to concentrate on local and regional tourism. They will continue to be strong supporters of the State Office of Tourism and attracting visitors to Utah to experience our great national parks, Antelope Island and our great skiing. He recognizes there can be a positive residual impact on our County if we leverage our assets properly and reach out to give visitors the complete experience while visiting our great state. He looks forward to working with each of the Commissioners.

Commissioner Downs explained that Randy referred to some of the things we have found in exploratory research performed by Penna Powers Brian Haynes (PPBH) in a contract they received some time ago about Davis County not being a destination in and of itself, but having some attractions you would come to. We have found that the big destination for a big family vacation is not Davis County. But there are places in Davis County that can be the day destination, such as an amusement park. We have wanted to build upon what we have and we feel like the research that was done has clearly painted a picture of an individual that could lead in this new direction. Every qualification that Randy has, has pointed in just the direction of

Introduction of
Randy Cook,
Davis County
Marketing and
Tourism
Coordinator

Explanation of
new direction
of tourism in
Davis County

“you’ve got the right guy.” We appreciate his vision. We appreciate his energy. We appreciate all the skills he brings to this and that he came hitting the ground running and passing the ball around, as Kent would say.

Commissioner Millburn likes the analogy that Kent utilized and that is the aspect of honing-in or rifling-in and pin-pointing really where our targets are rather than taking the shotgun approach. We have identified where our sweet spot is. A shotgun doesn’t work. To pin-point, narrow in and really have a concerted and collaborative effort, that is key. To share information and bring our partners together so everyone wins is a good move. He is excited to see the results. He thinks we have already started to see some of that just in the last few weeks. Some great things have been announced, even at the Conference Center, and we are seeing longer term wins as far as people coming to Davis County and utilizing our venues. He welcomed Randy aboard.

Commissioner Petroff was in agreement. It has taken a while to get to this point. The CVB contract was not renewed back in January and people were wondering what was going on in the County. He commended Kent and those he has been working with, Penna Powers Brian Haynes, for the work they have done. It may look like we’ve been wandering in the wilderness not knowing what we’ve been doing when we were actually creating a plan. We know exactly where we are going. We think we have the right people in place to take us exactly there. We are going to concentrate our efforts in bringing people to Davis County from the regional areas rather than trying to be from all over the country and we think that makes a lot of sense. We are excited about this and we are ready to get the ball rolling. It is a perfect time because we’re looking to make things happen by next summer and, of course, our Conference Center and Events Center will be busy all winter long. He thinks it is important to note, it looks like we haven’t been doing much, but by looking at the reports from both these big facilities they are doing fine, probably better than they have. We are doing well.

Commissioner Downs explained in the interim while we have been doing this, not only has the Community & Economic Development Department been working hard, but Brandon Barrett (in the audience) has been making a great deal of difference. He has continued work that had been going on and making some good things happen. It would be remiss if we didn’t extend a little note of appreciation to him for a really good job in keeping things alive and moving in a really good direction. The Commissioners extended their appreciation. Commissioner Downs thanked everyone who has been part of this process.

Kent Sulser explained early in the year, the County put out a request for proposal (RFP) for a marketing study. The study was awarded to Penna Powers Brian Haynes (PPBH). They created the tourism marketing plan for Davis County. In July, another request for proposal was issued to solicit bids to implement the tourism marketing plan. There were independent reviews of the bids by a committee of seven. They were rated and ranked based upon the criteria that was established in the RFP. They subsequently met as a group to determine who they thought was best. They came to a consensus of opinion. He feels they have a making for a great team to compliment Randy Cook as the quarterback.

He requested approval for the Notice of Award to PPBH (Penna Powers Brian Haynes) for a marketing contract that will lead us and implement the new tourism marketing plan. He introduced Mike Brian of PPBH.

Mike Brian indicated, as a marketing company, often times the product or service they are working with is a gadget or gizmo and they are trying to find an audience who they can make want that product. They position it accurately so people will buy that product, which makes their client happy. This was an opportunity to be involved with something that is so much more. He and another principle partner are natives of Davis County. A third is looking to move to Davis County. Watching people, seeing the reaction of people of Davis County who defend it, who honor it, who have a tradition of it, is a big part of the messaging of this

Notice of
Award for
Implementation
Tourism Plan
to Penna
Powers Brian
Haynes
(PPBH)

County. They pondered, if anywhere in the country, there is a family sitting down trying to choose between Disneyland, Knott’s Berry Farm and Lagoon. Those are the destinations they are talking about. Their job, in doing the research, was to determine what would work and what will achieve the goals of the County and what will make it work. It doesn’t matter how good the playbook is if someone cannot throw the pass. If someone can’t read the strategy and make audibles and make things happen, you are still going to end up struggling through the game. The goal is clear. The objectives are in mind. We know exactly where we are going. We have the ability of creating that game plan to make it work. He thinks they have the right team started here to make these moves. It is important to understand the game is not won in the first whistle. There are adjustments that happen and they are about to start the process of going through it and working on through the marketing plan and making the adjustments to dial in the alignment so that it works. He expressed how grateful the whole company is to be a part of this. This is not selling a product to somebody. To them it is a very passionate, personal thing. They are very experienced in driving that personal message in to people and making a change of behavior.

Commissioner Millburn commended him on the great sequay for the tourism marketing plan. It must be fall with the football theme. Commissioner Downs indicated they have each had the opportunity to view, read and be a part of this process. The County Commission and County departments have taken this very seriously. This is the future of our tourism dollar and the face of our County. They, the Commission, have been asking questions for months. Actually, asking questions for years wanting to make sure we have the right vision and the right direction. From her perspective, she if very comfortable they are headed in the right direction. Commissioner Petroff concurred. He feels we definitely have the right fit.

Commissioner Millburn made a motion to approve the Notice of Award to Penna Powers Brian Haynes (PPBH). Commissioner Petroff seconded the motion. All voted aye.

Agreement #2014-289 with Penna Powers Brian Haynes (PPBH) a marketing firm to implement the tourism marketing plan to include implementing and managing the brand identity, creating, implementing and managing electronic media and other market goals as defined in the plan but directed by the County. The contract amount is \$200,000.00. Contract period is one year from signing. Commissioner Millburn made a motion to approve. Commissioner Petroff seconded the motion. All voted aye. The document is on file in the office of the Davis County Clerk/Auditor.

Commissioner Downs also noted, with everything we have in place right now, we are spending less in this direction. Some great things have happened in the past but there is some momentum here that will have a great return on the investment.

Commissioner Millburn said there was a lot of enthusiasm, a lot of energy, a lot of ideas being floated. Randy is already out making those contacts. There are some different and new things that we can engage in and try to draw to Davis County. There has been a lot of untapped potential. He is excited about that.

Kent Sulser indicated there were press releases for PPBH, Randy Cook’s bio and a summary of the new marketing plan available in the back of the room.

Kent extended an invitation to the Davis County Tourism and Events Open House today from 10:30 am until noon, here in the Administration Building room 131A. He thanked the Commission for their investment in the process in helping target specifically what Davis County needs and moving forward with a rifled regional marketing plan. Hopefully, with assured and improved return on investment as well.

Commissioner Millburn made a motion to table the agreement with Staker Parson Companies to pave the parking lot at the Legacy Events Center with its associated budget change. Commissioner Petroff

Agreement
#2014-289
Penna Powers
Brian Haynes
(PPBH) to
implement the
tourism
marketing plan

Invitation to
Tourism and
Events Open
House

seconded the motion. All voted aye.

Jeff Oyler, Davis County Planning Department, presented the following:

Agreement #2014-291 Still Water Lake Development street improvements on Gentile & 2000 West

Agreement #2014-291 with Brighton Benchmark Developers, LLC; Patrick Scott, Irben Development, LLC; Michael Thayne, SWLW1, LLC; and Mark Thayne – Still Water Lake Development. The Still Water Lake Development is located on Gentile Street and approximately 2000 West in Syracuse City. The agreement is to allow street improvements in the unincorporated area of Davis County adjacent to the subdivision. There is no contract amount. Period of contract is 50 years unless terminated prior thereto pursuant to terms of the agreement. Commissioner Petroff made a motion to approve. Commissioner Millburn seconded the motion. All voted aye. The document is on file in the office of the Davis County Clerk/Auditor.

Escrow agreement #2014-290 for Still Water Lakes Development

Escrow agreement #2014-290 with Brighton Benchmark Developers, LLC; Nuco Development, LLC; and Escrow Holders for improvements within the unincorporated area of Davis County and adjacent to the Still Water Lakes Development. Mike Kendall, Davis County Civil Attorney, explained this money is being set aside for improvements that will occur at approximately 1500 West Gentile St and head in a direction East of the development. There is a separate portion of this escrow that is identified as private funds (\$355,000.00). That escrow involves various items such as culinary and secondary water, sewer, storm drain etc. This is a collaborative effort between the County and Syracuse City. Davis County’s escrow amount is \$145,000.00. Period of contract is 2 years. Commissioner Petroff made a motion to approve. Commissioner Millburn seconded the motion. All voted aye. The document is on file in the office of the Davis County Clerk/Auditor.

Commissioner Millburn made a motion to convene as the Board of Equalization. Commissioner Petroff seconded the motion.

Property Tax Register approved

Dale Peterson, Davis County Tax Administration Director, presented the Property Tax Register which requests tax exempt status for the Daughters of Charity of St. Vincent DePaul, 16 corrections, 96 property tax appeals for approval and 7 property tax appeals recommended for dismiss/denial. Commissioner Petroff made a motion to approve. Commissioner Millburn seconded the motion. All voted aye.

Commissioner Millburn made a motion to reconvene Commission Meeting. Commissioner Petroff seconded the motion. All voted aye.

Meeting minutes for Aug 19, 2014 approved

Commissioner Millburn made a motion to approve the Commission Meeting minutes of August 19, 2014. Commissioner Petroff seconded the motion. All voted aye.

Personnel Register approved

Commissioner Petroff made a motion to approve the Personnel Register. Commissioner Millburn seconded the motion. All voted aye.

Check registers approved

Check registers as prepared by the Davis County Clerk/Auditor were approved by a motion by Commissioner Millburn. Commissioner Petroff seconded the motion. All voted aye. The documents are on file in the office of the Davis County Clerk/Auditor.

No Commissioner Comments

Public Comment

Public Comment

Jim Smith, Davis Chamber of Commerce President, wanted to publically go on record in support of the changes that have been made in tourism. He felt it was important that the County hear that. The Chamber, as an organization, has not had a chance to review the proposal. It is brand new. He, personally, has had a chance to look at it. He said one of the axioms in business is “full speed ahead” which only counts when you

are going in the right direction. Several individuals made comments that it has taken time to get to this point. That is a good thing. He complimented the Commission and all those involved on the fact that they waited to find the right direction. He does endorse and support the direction being taken. It is an important part of Davis County. He wanted to go on record as an individual, not as the Chamber.

Commissioner Millburn appreciated Jim’s comments. He knew Jim had been a part of the process to some degree as we did some of the research having gathered some of the stakeholders together. He can only imagine that a number of those stakeholders are members of the Chamber. We try to be cognizant of involving as many aspects and directions as we can. We are excited.

Meeting adjourned.

Meeting
adjourned

Clerk/Auditor

Chair